

Job Description

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| **Job Title:** | CRM Data Lead |
| **Strategic Team:** | Joint Operations Team |
| **Service:**  **Business Unit:** | Customer Services  ICT, Software Development Unit |
| **Responsible To: *(day to day issues)*** | Project Leader |
| **Accountable To: *(line manager)*** | Project Leader |
| **Salary Grade: *(Spinal column points only)***  **JE Ref:** | Spinal Column point 36-39 |

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| 1. **Key Purpose of Job**    1. Responsible for the Torbay Council Customer Relationship Management (CRM) system – administration, data analysis/modelling, data cleansing and data availability.    2. Responsible for the integration of existing and future Torbay Council systems into the Torbay CRM system.    3. In collaboration with the Torbay Council Business Intelligence Lead - create and maintain connectors to disparate data sources for the ETL process into the Torbay corporate data warehouse. |

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| 1. **Anticipated Outcomes of Post**    1. The corporate Customer Relationship Management (CRM) system provides access to a joined-up view of data, currently held in disparate systems, and enables a single view of a Torbay citizen allowing for future integration of existing and future corporate systems.    2. The corporate Customer Relationship Management (CRM) system enables integration of existing standalone systems into a central corporate hub.    3. The Torbay Council corporate warehouse presents cleansed, aggregated data from disparate data sources and is the definitive data source for performance management and reporting purposes. |

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| 1. **List Key Duties and accountabilities of the post**     1. Responsibilities for the implementation and maintenance of connectors between disparate database platforms for the purposes of Extraction/Transformation/Load (ETL) and/or system integrations using SSIS.    2. Responsible for the accessibility and protection of data within database systems. Will conduct security risk assessments for information security and data access; works with the Database Administrator’s advice and guidance on security strategies to manage the identified risk.    3. Ensures the availability, integrity, and accessibility of Torbay Council data through the application of formal data structures and protection measures. Working with the Database Administrator’s; investigates major breaches of security and recommends appropriate control measure improvements.    4. To maintain an in-depth knowledge of relevant technical specialism. For example, Microsoft SQL Server, Microsoft Power BI, SSIS/SSRS, Oracle database software, Microsoft Access & Excel, Structured Query Language (SQL), and Data Analysis/Cleansing methodologies. May be asked to supervise specialist technical consultants from time to time.    5. Project management**.** Accountable to various business departments; will help define, document, and carry out small projects (typically less than three months, with a limited budget, limited interdependency with other projects, and no significant strategic impact), actively participating in all phases when required. |

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| 1. **Budgetary / Financial Responsibilities of the post**    1. None |

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| 1. **Supervision / Line Management Responsibilities of the post (Please show / provide organisation structure as an appendix, showing official reporting lines**    1. Will be expected to supervise junior staff from time to time.    2. Will be expected to organise small groups (1-3 staff) in relation to activities of a project nature both within the department and outside of it. |

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| 1. **Working Environment & Conditions of the post**    1. Normal working environment and conditions |

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| 1. **Physical Demands of the post**    1. Normal physical effort. |

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| 1. **Specific Resources used by the post**     1. None |

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| 1. **Key Contacts and Relationships**    1. **External:** Will act as the contact point between the organisation, its partners, and suppliers co-ordinating activities of a project nature and/or in terms of releases and problem solving.    2. **Internal:** Initiates communications between stakeholders, acting as a single point of contact for defined groups and facilitates open communication and discussion between stakeholders covering the capture and dissemination of technical and business information supporting the business change decision-making processes. For example, Torbay Council Performance Management and departmental system teams |

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| 1. **Other Duties**   To undertake additional duties as required, commensurate with the level of the job. |
| Other InformationAll staff must commit to Equal Opportunities and Anti-Discriminatory Practice.  1. The Council operates a Smoke-Free Policy, and the post-holder is prohibited from smoking in any of the Council's buildings (including Council owned and Council leased buildings, but excluding designated areas in residential schemes), enclosed spaces within the curtilage of buildings, and Council vehicles. The Council does not permit smoking breaks within work time, however, in services where the flexi-scheme is in operation, employees may take reasonable break times outside of core hours, in accordance with flexi-time arrangements. Employees should follow the flexi-scheme procedure for agreeing time away from their duties in the normal manner with their immediate colleagues and line manager, with break start and finish times being recorded, as with any other break-time arrangement. 2. The post-holder is expected to familiarise themselves with and adhere to all relevant Council Policies and Procedures. 3. The post-holder must comply with the Council’s Health and Safety requirements as outlined in the H&S policy appropriate to the role. 4. This post is based at Torbay Town Hall but the post holder may be required to move their base to any other location within the Council at a future date. 5. The post-holder must be committed to the Council’s Core Values for employees – “Torbay Council employees are committed to being forward thinking, people orientated and adaptable - always with integrity”. Evidence will be sought during the probation and appraisal processes.   g) You will be asked to complete a Criminal Records Self Declaration Form. Criminal convictions will only be taken into account when they are relevant to the post. You will only be asked to disclose ‘unspent’ convictions   1. Torbay Council is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo the checks appropriate to the post applied for. | |

 **Person Specification**

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| **Note for Candidate**  **All Candidates**  The supporting statement on your application form will be used to assess ability to meet the essential requirements of the role, so you should explain how you meet each of the numbered essential requirements within your supporting statement.    In a competitive situation, the desirable criteria may be taken into consideration, so you are encouraged to show how you also meet each of the desirable criteria. Candidates who consider that they have a disabilityReasonable adjustments will be made to the job, job requirements or recruitment process for candidates with a disability.If you consider yourself to have a disability you should indicate this on your application form, providing any information you would like us to take into account with regard to your disability in order to offer a fair selection interview.Whereever possible and reasonable we will make adjustments and offer alternatives to help you through the application and selection process.If you have indicated that you have a disability on your application form you will be guaranteed an interview if you clearly demonstrate in your supporting evidence how you broadly meet the essential requirements of the role. |

 **Person Specification**

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| **Essential Skills and Effectiveness:** | **Desirable Skills and Effectiveness:** |
| 1. Ability to think and behave innovatively as well as being able to effectively to keep up to date with developments in technology. 2. Ability to be adaptable and effectively take on new skills quickly to include the ability to promote the use of new technology to a wider audience. 3. Effective and proven analytical skills to enable them to work on complex problems on their own or when leading a team. 4. Effective personal time management. To include the ability to prioritise and deliver to agreed deadlines using effective organisational skills. 5. Ability to be self-motivated and work well within a team. 6. Ability to demonstrate effective leadership skills as this role will need to be able to actively engage colleagues and external contacts, both technical and non-technical alike. 7. Effective communication skills, to determine exact requirements from all levels of internal and external customers, as well as engage in effective negotiations with suppliers. 8. Ability to effectively convey complex information accurately and clearly, explaining in plain English rather than IT Jargon. 9. Ability to demonstrate effective business acumen to identify the most appropriate application of technology against the business needs. | 1. Effective presentation skills with the ability to deliver presentations to groups of colleagues at all levels, either in-person or remotely via video conferencing. 2. Ability to produce clear, concise documentation for consumption by Torbay Council colleagues. 3. Ability to effectively convert top-level requirements or goals into a practical set of deliverables through to successful completion. |

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| **Essential Knowledge:** | **Desirable Knowledge:** |
| 1. Extensive knowledge of working with data from disparate sources. 2. Detailed knowledge of Customer Relationship Management system implementation and integrations. 3. Effective knowledge and understanding of the underlying legislation surrounding data security and be aware of associated risks and controls that need to be in place to adequately secure data. 4. Working Knowledge of the General Data Protection Regulation (GDPR). | 1. Working knowledge of designing system architectures to operate in a 24/7 environment supporting agile working practices. 2. Detailed knowledge of one or more of the following: Microsoft SSIS/SSRS, Microsoft Power BI, T-SQL, Oracle SQL, PL/SQL 3. Detailed knowledge of integrating data from a number of different database architectures. |

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| **Essential Experience/Achievements:** | **Desirable Experience/Achievements:** |
| 1. Demonstrable experience in the successful delivery and support of corporate CRM or warehousing, and Business Intelligence systems. 2. Experience in troubleshooting, scaling, and managing large corporate data systems. 3. Experience of leading/controlling CRM/data integration projects working on own initiative and managing the full project life cycle. 4. Experience of contributing to IT best practices in terms of change management, release management and general development practices. | 1. Experience of integrating systems sitting on multiple platforms with a mix of database architectures. 2. Experience of managing large scale corporate CRM, Data or BI solutions. |

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| **Essential Qualifications/Professional Memberships:** | **Desirable Qualifications/Professional Memberships:** |
| 1. Educated to Degree level (or equivalent) or have equivalent work experience in a similar capacity. 2. Current CRM, BI or Data Analyst certification | 1. PRINCE 2 qualification |

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| Essential – Other requirements of the job role  * Ability to carry out the physical requirements of the role (i.e. manual handling) * Ability to accommodate unsociable hours * Ability to accommodate on-call working * Ability to accommodate occasional/permanent homeworking |